

**Amendment to the Claims:**

This listing of the claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-24. (Canceled)

25. (Currently amended) A method of marketing paint to a prospective purchaser, said method comprising the steps of:

providing a paint color card comprising a substrate having a first surface coated in its entirety with a layer of a colored coating composition formulated to have a dried color that is substantially similar to dried color of a commercially-available paint composition, said paint color card having formed therein a plurality of perforations arranged in at least one tear line, said at least one tear line at least partially defining a chip section with a first surface corresponding to the first surface of the paint color card, wherein when the at least one tear line is severed, the chip section is movable to form a window in the paint color card;

providing a display rack adapted for removably holding the paint color card, said display rack having a wall; and

placing the paint color card in the display rack such that the layer of the colored coating composition is directed outwardly and the first surface of the chip section is covered by the wall, thereby preventing the chip section from being grabbed by the prospective purchaser when the prospective purchaser removes the paint color card from the display rack.

26. (Previously presented) The method of claim 25, wherein the paint color card has a second surface coated with a layer of the first colored coating composition.

27. (Previously presented) The method of claim 25, wherein the paint color card has a second surface coated with a layer of a second colored coating composition formulated to have a

dried color that is substantially similar to dried color of a second commercially-available paint composition, said second colored coating composition having a different color than the first colored coating composition.

28. (Previously presented) The method of claim 25, wherein the at least one tear line comprises a plurality of tear lines that define the chip section, and wherein when the tear lines are severed, the chip section may be detached from the paint color card.

29. (Previously presented) The method of claim 25, further comprising the steps of:  
providing a color strip having a plurality of color swatches formed thereon, said color swatches being comprised of different colored coating compositions formulated to have dried colors that are substantially similar to the dried colors of commercially-available paint compositions, each of said color swatches having a size greater in every direction than the chip section of the paint color card; and

placing the color strip in the display rack such that the color swatches are directed outwardly.

30. (Previously presented) The method of claim 25, wherein the at least one tear line has ends separated by a space in which the paint color card is not perforated, wherein when the at least one tear line is severed, the chip section may be folded over along a fold line to form the window, said fold line extending between the ends of the at least one tear line in the space.

31. (Canceled)